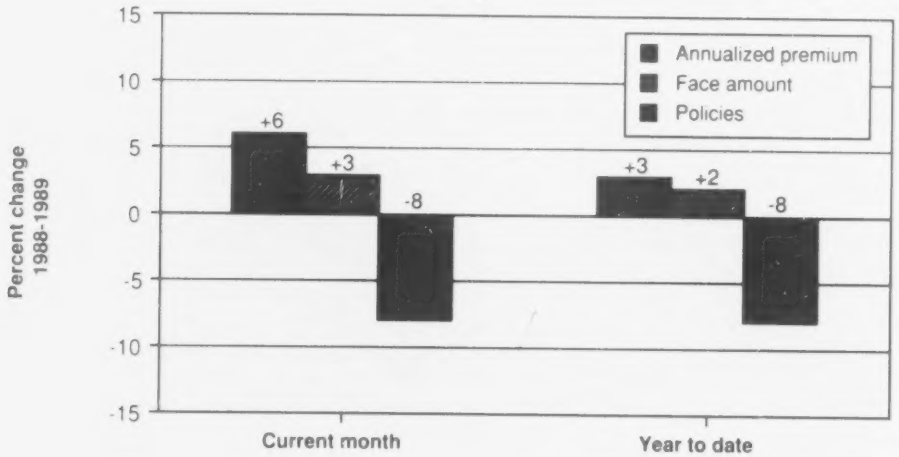
AG225-2
I/R Code 47.40

August 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

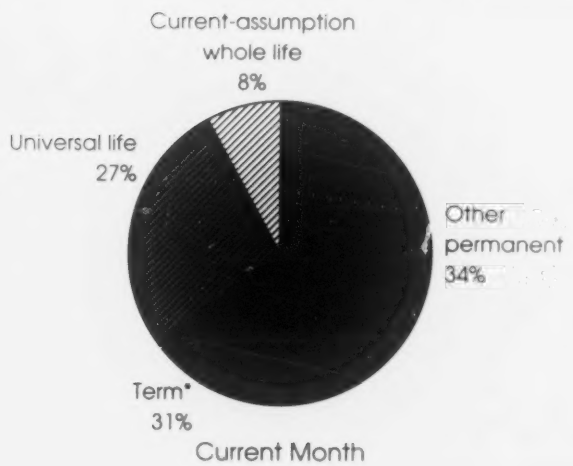
Individual Sales

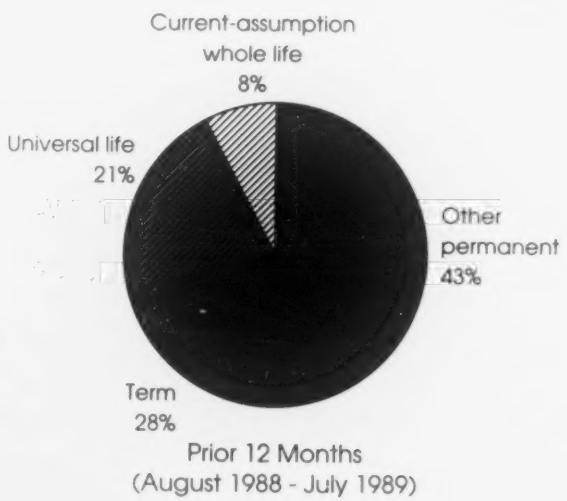
37 Companies



Annualized Premium Market Share by Product

26 Companies Representing 76 Percent of August Sales





*For the 17 companies that sell the product and supply data. "permanent term" ("term to 100") makes up 16 percent of total August 1989 sales.

LIMRA INTERNATIONAL

Profit from our research.

Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	111%	106%	99%
	Year to date	113%	109%	105%
Universal life (20 cos.)	Month	122%	115%	104%
	Year to date	112%	109%	102%
Current-assumption whole life (12 cos.)	Month	95%	78%	81%
	Year to date	93%	76%	79%
All other permanent (21 cos.)	Month	89%	89%	82%
	Year to date	89%	81%	79%

Policy Characteristics by Product

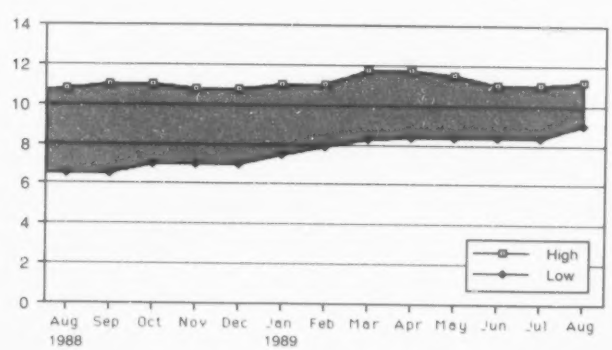
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.88	$ 155,798	$ 605
	Year to date	$ 3.66	$ 153,610	$ 562
	Year-to-date ratio	103%	103%	107%
Universal life (20 cos.)	Month	$ 9.31	$ 104,317	$ 971
	Year to date	$ 9.23	$ 95,013	$ 877
	Year-to-date ratio	102%	108%	110%
Current-assumption whole life (12 cos.)	Month	$ 8.11	$ 40,919	$ 332
	Year to date	$ 8.24	$ 40,369	$ 333
	Year-to-date ratio	123%	96%	118%
All other permanent (21 cos.)	Month	$11.00	$ 54,340	$ 598
	Year to date	$11.26	$ 51,651	$ 582
	Year-to-date ratio	110%	102%	112%

Universal Life

Interest Rates This Month

Median	10.0%
Range	9.0% - 11.2%
Range of middle 50%	9.5% - 10.0%
Number of companies reporting	16
Number of plans reported	37
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	20
Increases	7
Average increase	0.4%
Decreases	10
Average decrease	0.3%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	0	2	2	4
11% – 20%	4	0	1	5
1% – 10%	4	4	4	12
-9% - 0	2	4	3	9
-19% – -10%	0	1	2	3
-20% or under	0	3	1	4

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 35,941	$ 35,414	99%	$ 5,288,957	$ 5,234,135	99%	64,864	59,910	92%
February	44,324	43,494	98	6,476,266	6,654,759	103	84,384	75,782	90
March	49,816	48,133	97	7,354,328	7,004,115	95	93,311	80,974	87
April	43,084	46,092	107	6,467,890	6,798,811	105	82,193	79,229	96
May	45,740	49,901	109	6,981,893	7,431,548	106	88,788	85,168	96
June	51,352	53,748	105	7,657,396	7,813,946	102	92,670	85,836	93
July	42,647	43,429	102	6,162,113	6,326,917	103	72,537	68,235	94
August	38,775	40,946	106	5,722,121	5,910,499	103	68,299	62,792	92
September	47,088			6,888,591			88,661		
October	47,926			7,081,362			88,918		
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,580			$81,863,922			1,004,171		
Year to date	$351,679	$361,157	103%	$52,110,964	$53,174,730	102%	647,046	597,926	92%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.80	$ 6.77	100%	$ 81,539	$ 87,367	107%	$ 554	$ 591	107%
February	6.84	6.54	96	76,748	87,815	114	525	574	109
March	6.77	6.87	101	78,815	86,498	110	534	594	111
April	6.66	6.78	102	78,691	85,812	109	524	582	111
May	6.55	6.71	102	78,636	87,258	111	515	586	114
June	6.71	6.88	103	82,631	91,033	110	554	626	113
July	6.92	6.86	99	84,951	92,722	109	588	636	108
August	6.78	6.93	102	83,780	94,128	112	568	652	115
September	6.84			77,696			531		
October	6.77			79,639			539		
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.77			$ 81,524			$ 552		
Year to date	$ 6.75	$ 6.79	101%	$ 80,537	$ 88,932	110%	$ 544	$ 604	111%

August Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 21,548	$ 22,985	$ 2,880,844	$ 3,044,696	39,466	36,760
	Year to date	$202,308	$213,036	$27,077,303	$28,891,945	382,951	359,343
Group II	Month	$ 12,777	$ 13,491	$ 2,078,994	$ 2,079,639	21,375	19,062
	Year to date	$113,595	$111,055	$18,585,711	$17,984,879	193,911	175,488
Group III	Month	$ 4,450	$ 4,470	$ 762,283	$ 786,164	7,458	6,970
	Year to date	$ 35,776	$ 37,066	$ 6,447,950	$ 6,297,906	70,184	63,095

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus four subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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